

# SUMOFIBER Grows to New Heights with netElastic vBNG

SUMOFIBER is a broadband service provider that began offering internet services on an open-access (wholesale) network from Utopia Fiber. SUMOFIBER started in one city, and by providing outstanding local service and affordable pricing, it became the dominant internet provider in that city. They've followed the same formula (providing excellent service and support) to expand into new geographies successfully.

## The Challenge: Finding a New Partner to Support SUMOFIBER's Growth

Dave Burr, SUMOFIBER President, said, "We purchased an A10 Networks CGNAT solution for over \$100,000. When we discovered netElastic, we found that netElastic CGNAT was a much better price point. It makes sense since netElastic CGNAT uses cost-effective Intel x86-based servers."

"That led us to netElastic vBNG. It was a lights-on moment for us when we found vBNG." The netElastic vBNG router performs the routing function and communicates with the authentication, authorization, and accounting (AAA) server to perform session management and billing functions. vBNG also enables ISPs to offer subscribers different internet plans and services based on their needs.

Before choosing netElastic's vBNG, SUMOFIBER was having challenges with subscriber billing. As an ISP on an open-access network,



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subscribers can sign up with the click of a button and unsubscribe just as quickly. For example, many customers signed up with SUMOFIBER when another ISP had an outage and then unsubscribed when the internet outage was fixed. Of course, it isn't easy to collect money for one or two days of internet service.

netElastic helped SUMOFIBER solve this problem. According to Dave, "With netElastic vBNG, we could pop them into a captive portal, and if the user wants to use the service, they will pre-pay for a month. If a user leaves after two days, they've already pre-paid for the month. However, it's much more likely the customer will stick around."

"This is one of the key reasons netElastic vBNG is so important for us. It also provides a competitive customer experience. You log on, see the internet plans, put the credit card in, and you're set. And it keeps the money flowing to SUMOFIBER."

### **Automating Subscriber Management**

Deploying a virtual BNG also simplifies network management as broadband providers can automate subscriber management tasks like provisioning and configuration changes through software-defined networking technologies. This automation saves time and reduces the need for manual interventions.

"We also had some interesting configurations in one of our cities that netElastic vBNG could handle. We didn't even have to look to see if Juniper was able to handle it or not. Juniper has a similar solution, but it's really expensive."

Some unexpected benefits have also been realized by choosing netElastic. "The biggest surprise has been the support," said Dave. "They know the products inside and out."

SUMOFIBER has continuously grown since it began over ten years ago and netElastic will remain a key factor in its growth. As Dave Burr said, "We'd like to get netElastic vBNG deployed everywhere."

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